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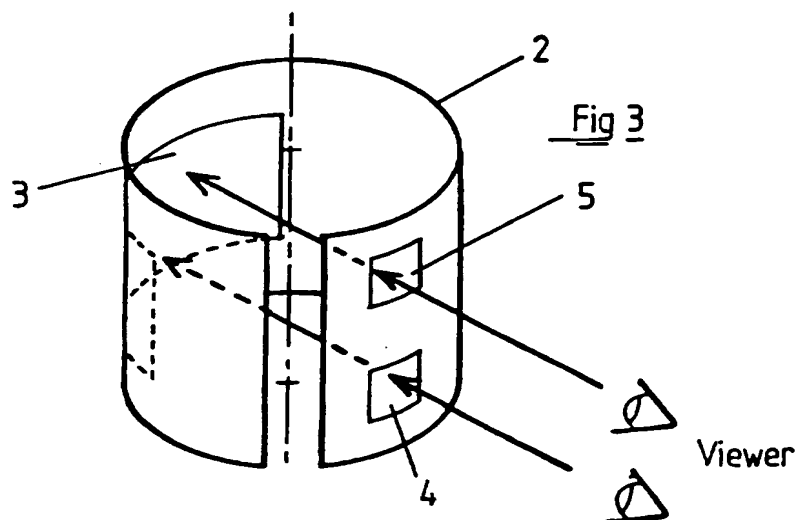
(56) Documents Cited

GB 2192082 A GB 0380869 A US 4559729 A

(58) Field of Search

UK CL (Edition N) B8D DCD DCE DCW10 , B8F FBG
INT CL⁶ B65D 23/00 23/08 25/00 25/54 77/22 , G09F
3/00 3/02 5/00(54) **Container bearing image and viewing means for viewing the image**

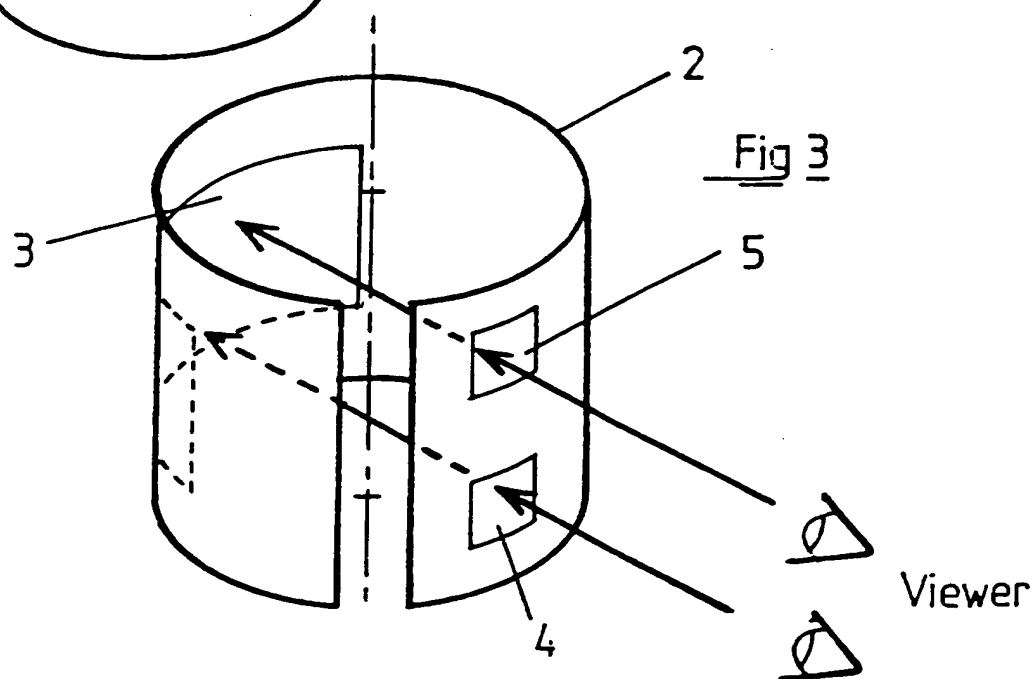
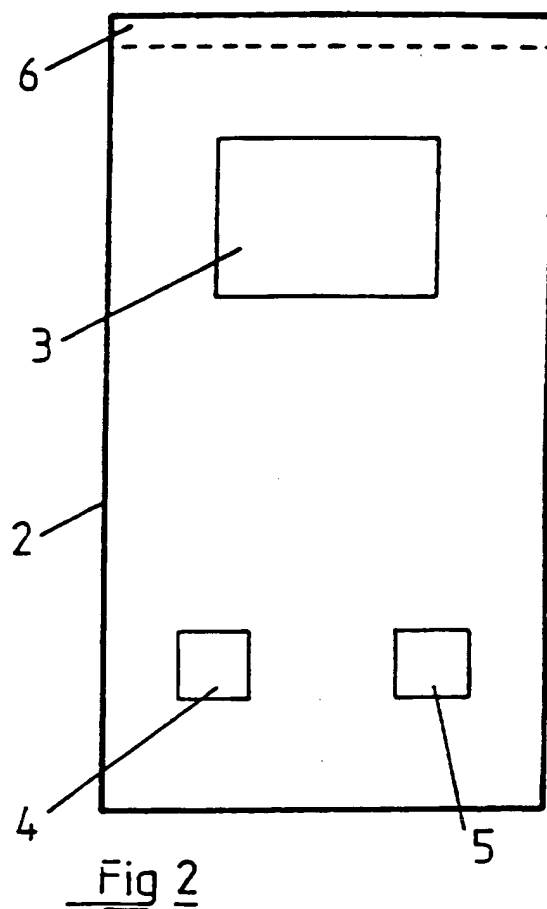
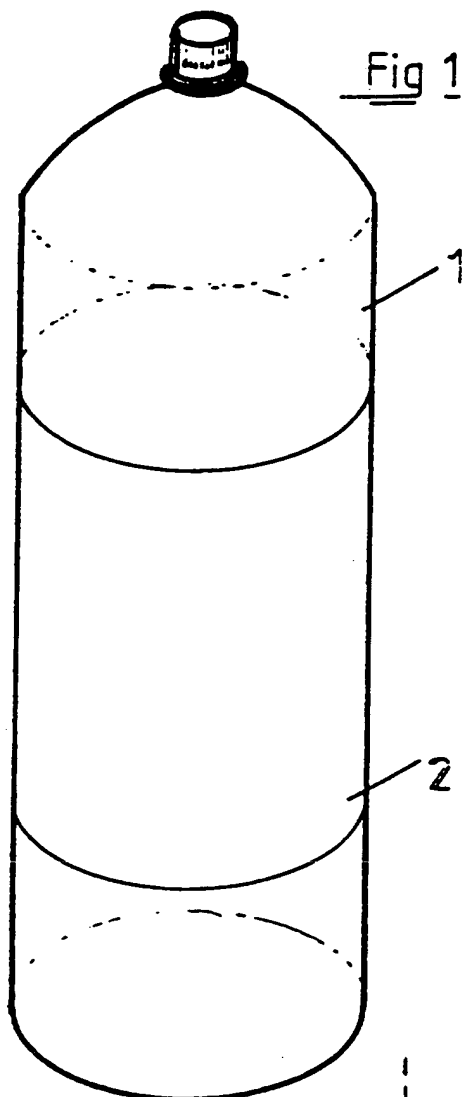
(57) A container, such as a bottle (Fig 1), which is at least partially translucent or transparent, comprises an image carrying portion located on one part of the container and viewing means 4,5 located on a separate part, the image 3 being incoherent (eg encoded, unreadable) until looked at through the viewing means. Preferably the image carrying portion and the viewing means are located on the translucent part of the container. The image carrying portion and viewing means may be located on different parts of a label 2, the label being affixed to the container such that the image and viewing means are on opposite sides of the container, or they may be formed directly on the container (eg by printing). The image and viewing means can take various forms including a random dot image viewed through a tinted window, a polarized image viewed through a polarized window, an autostereogram viewed through a clear window, heat-sensitive ink viewable, when heated, through a clear window etc. Alternatively the image may be obscured by fluid contents and only viewable through the viewing means by emptying the contents.



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At least one drawing originally filed was informal and the print reproduced here is taken from a later filed formal copy.

The claims were filed later than the filing date within the period prescribed by Rule 25(1) of the Patents Rules 1995



CONTAINER

This invention relates to a container and, particularly, to a translucent container at least a portion of which is translucent. The term "translucent" used
5 herein includes containers which are transparent or have a portion which is transparent.

Clear or tinted glass and plastic containers normally have labels or printed pigments affixed to their external surfaces in order to convey relevant manufacturer, brand
10 and contents information. For promotional purposes, additional labelling or artwork may be used.

Promotional opportunities where extra novelty or eye appeal is to be conveyed or where, for example, there is an "instant win" opportunity, requires traditional forms of
15 concealment for security reasons which may be, for example, rub-off coatings, a factory sealed element, or security tape.

The present invention seeks to provide a creative sales, value added or promotional element to a container
20 with labelled or over-printed surfaces. The invention also provides a secure manner of concealing a prize game which cannot be read or tampered with without revealing an intrusion or violation of the container.

According to one aspect of this invention there is
25 provided a container having at least a portion which is translucent, an image bearing portion located on part of said container, said image being in a visually incoherent form, and viewing means located on another part of said container for rendering said image in a visually coherent
30 form.

Preferably, said image bearing portion and said viewing means are located on different parts of a label adapted to be affixed to said container.

Preferably, said viewing means is, in use, on an
35 opposite side of said container from said image bearing

portion.

Alternatively, said image bearing portion and said viewing means are formed directly on said container, for example using printing techniques.

5 Advantageously, said image is an autostereogram and said viewing means comprise one or more clear windows through which said autostereogram may be read, or said
10 image is a 3-D anaglyph and said viewing means comprises one or more tinted windows through which said 3-D anaglyph may be read, or said image is a lenticular lens and said
15 viewing means comprise one or more windows through which said lenticular lens may be read, or said image is a 3-D lenticular and said viewing means comprise one or more
20 windows through which said 3-D lenticular may be read, or said image is a moving 3-D lenticular and said viewing means comprise one or more windows through which said
25 moving 3-D lenticular may be read, or said image is a random dot hidden image and said viewing means comprise one or more tinted windows through which said random dot hidden
30 image may be read, or said image may be a foil hologram and said image viewing means comprise one or more tinted windows through which said foil hologram may be read, or
35 said image may be a polarised image and said viewing means comprise one or more tinted polarised windows through which said polarised image may be read, or said image may be a
heat sensitive paint/ink/varnish image - in which event the image is heated by, for example, body temperature, to render the image coherent and the image is then read
through a clear window(s) or the image may be any of the preceding in which event it will be read as indicated
above. The said image may initially be obscured by heat sensitive ink or paint.

Advantageously, the image includes written text and/or graphics.

35 According to a feature of this invention there is provided a method of reading the image on said container

wherein the container initially contains contents
obliterating said image, said method including the steps of
emptying the contents until said message can be viewed and
viewing said message through said viewing means.

5 Conveniently, said contents of said container are
fluids.

 The present invention utilizes the opacity of the
container's contents to block or conceal an image and
includes a distortion or, scrambling of the image that is
10 only viewable when the contents are removed and the image
is viewed through a special window in the side of the
container.

 The invention may enable creative sales, value added
or promotional features to be added to a translucent
15 container with labelled or over-printed surfaces or window
box or blister carded product, thereby permitting two-
dimensional and stereoscopic images to be viewed, for
example. The invention also provides a secure method of
concealing a prize game which cannot be read or tampered
20 with without revealing an intrusion or violation of the
container. The invention also presents a means of
utilizing normally redundant waste container for longer
term use and fun. The invention also provides a manner of
visually conveying instructive data on medical, food,
25 automotive, gardening and D.I.Y. products.

 The invention will now be described, by way of
example, with reference to the accompanying Figures, in
which:

 Figure 1 shows a translucent container with a wrap-
30 around label,

 Figure 2 shows the label in developed plan-form, and

 Figure 3 shows the label of Figure 2 in an in-use,
arcuate, form.

 In the Figures like reference numerals denote like
35 parts.

 The translucent container 1, shown in Figure 1, has a

circular cross-section and wrapped around the circumference of the container is a label 2 which partially extends along the axial length of the container 1.

The label, shown particularly in Figures 2 and 3, carries an image 3 to be viewed on the internal surfaces of the container 1 when looking through a pair of windows 4, 5 which, in assembled form, are on an opposing side of the container to the image 3. An end of the label has an adhesive strip portion 6 for securing the label to the container.

Although, as shown in the above Figures there are two windows, it is envisaged that in some variants only one window or more than two windows may be used. Further, it is envisaged that, instead of using a label, the image may be printed onto the container and the window or windows may simply be an opposing portion of the container wall. In this respect, the windows may be cut outs or unprinted areas on the container.

To prevent the image from being properly read i.e. making the image incoherent from the outside when there is nothing obliterating the image in the container, the image is advantageously encoded or scrambled by adopting one of the following:

- (a) Autostereogram - in which event the image is viewed from one or more clear windows.
- (b) 3-D anaglyph - in which event the image is viewed through one or more tinted windows.
- (c) Lenticular lens - in which event the image is viewed through one or more windows.
- (d) 3-D lenticular - in which event the image is viewed through one or more windows.
- (e) Moving 3-D lenticular - in which event the image is viewed through one or more windows.
- (f) Random dot hidden image - in which event the image is read through one or more tinted windows.
- (g) Foil hologram - in which event the image is read

through one or more tinted windows.

(h) Polarised image - in which event the image is read through one or more tinted polarised windows.

5 (i) Heat sensitive paint/ink/varnish image - in which event the image is heated by, for example, body temperature, to render the image coherent and the image is then read through a clear window(s) or the image may be any of (a) - (h) in which event it will be read as indicated above.

10 Each of the above forms of rendering the image incoherent and making it coherent by viewing means are known per se.

The image may include written text and/or graphics.

15 The image is such that it can normally only be read when the contents of the container which, when the container is full will obliterate the image, are emptied to such an extent that the image is viewable through the window on the opposing side of the container. The container contents may be fluid.

20 In another embodiment the container is opaque and a portion of the container wall is clear, for example by providing a window box such that a user may view the image on the opposing wall of the container through the window box. In a further embodiment, instead of using a window
25 box, or boxes, the container may be a blister carded package, i.e. a container which is formed by a backing card against which an article is located and the article is held to the card by a plastics film, whereby the article sits in a bubble in the plastic film. It is, thus, to be
30 understood that the term "container" used herein includes the use of packaging in general.

CLAIMS

1. A container having at least a portion which is translucent, an image bearing portion located on part of said container, said image being in a visually incoherent
5 form, and viewing means located on another part of said container for rendering said image in a visually coherent form.
2. A container as claimed in claim 1 wherein said image bearing portion and said viewing means are located on
10 different parts of a label adapted to be affixed to said container.
3. A container as claimed in claim 1 or 2 wherein said viewing means is, in use, on an opposite side of said container from said image bearing portion.
- 15 4. A container as claimed in claim 1 wherein said image bearing portion and said viewing means are formed directly on said container, for example using printing techniques.
5. A container as claimed in any preceding claim wherein said image is an autostereogram and said viewing means
20 comprise one or more clear windows through which said autostereogram may be read, or said image is a 3-D anaglyph and said viewing means comprises one or more tinted windows through which said 3-D anaglyph may be read, or said image is a lenticular lens and said viewing means comprise one or
25 more windows through which said lenticular lens may be read, or said image is a 3-D lenticular and said viewing means comprise one or more windows through which said 3-D lenticular may be read, or said image is a moving 3-D lenticular and said viewing means comprise one or more
30 windows through which said moving 3-D lenticular may be read, or said image is a random dot hidden image and said

viewing means comprise one or more tinted windows through which said random dot hidden image may be read, or said image may be a foil hologram and said image viewing means comprise one or more tinted windows through which said foil
5 hologram may be read, or said image may be a polarised image and said viewing means comprise one or more tinted polarised windows through which said polarised image may be read, or said image may be a heat sensitive paint/ink/varnish image in which event the image is heated
10 by, for example, body temperature, to render the image coherent and the image is then read through a clear window(s) or the image may be any of the preceding in which event it will be read as indicated aforesaid.

6. A container as claimed in any preceding claim wherein
15 said image may initially be obscured by heat sensitive ink or paint.

7. A container as claimed in any preceding claim wherein the image includes written text and/or graphics.

8. A container as claimed in any preceding claim wherein
20 a method of reading the image on said container wherein the container initially contains contents obliterating said image, said method including the steps of emptying the contents until said message can be viewed and viewing said message through said viewing means.

25 9. A method as claimed in claim 8 wherein said contents of said container are fluids.

10. A container substantially as herein described with reference to and as shown in the accompanying drawings.

11. A method substantially as herein described with
30 reference to and as shown in the accompanying drawings.

Amendments to the claims have been filed as follows

CLAIMS

1. A container having at least a portion which is translucent, an image bearing portion located on part of said translucent portion, said image being in a visually unreadable form, and viewing means located on another part of said translucent portion and arranged to render said image in a visually readable form.
2. A container as claimed in claim 1 wherein said image bearing portion and said viewing means are located on different parts of a label adapted to be affixed to said container.
3. A container as claimed in claim 1 or 2 wherein said viewing means is, in use, on an opposite side of said container from said image bearing portion.
4. A container as claimed in claim 1 wherein said image bearing portion and said viewing means are formed directly on said container, for example using printing techniques.
5. A container as claimed in any preceding claim wherein said image is visually incoherent or encoded and said viewing means includes means for rendering said image coherently or in a decoded form.
6. A container as claimed in any preceding claims wherein said image is an autostereogram and said viewing means comprise one or more clear windows through which said autostereogram may be read, or said image is a 3-D anaglyph and said viewing means comprises one or more tinted windows through which said 3-D anaglyph may be read, or said image is a lenticular lens and said viewing means comprise one or more windows through which said lenticular lens may be read, or said image is a 3-D lenticular and said viewing

means comprise one or more windows through which said 3-D lenticular may be read, or said image is a moving 3-D lenticular and said viewing means comprise one or more windows through which said moving 3-D lenticular may be read, or said image is a random dot hidden image and said viewing means comprise one or more tinted windows through which said random dot hidden image may be read, or said image may be a foil hologram and said image viewing means comprise one or more tinted windows through which said foil hologram may be read, or said image may be a polarised image and said viewing means comprise one or more tinted polarised windows through which said polarised image may be read, or said image may be a heat sensitive paint/ink/varnish image in which event the image is heated by, for example, body temperature, to render the image coherent and the image is then read through a clear window(s) or the image may be any of the preceding in which event it will be read as indicated aforesaid.

7. A container as claimed in any preceding claim wherein said image may initially be obscured by heat sensitive ink or paint.

8. A container as claimed in any preceding claim wherein the image includes written text and/or graphics.

9. A container as claimed in any preceding claim wherein a method of reading the image on said container wherein the container initially contains contents obliterating said image, said method including the steps of emptying the contents until said message can be viewed and viewing said message through said viewing means.

10. A method as claimed in claim 8 wherein said contents of said container are fluids.

11. A container having at least a portion which is translucent, an image bearing portion located on part of said container, said image being in a visually encoded form, and viewing means located on another part of said container which includes said portion, said viewing means including decoder means for rendering said image visually meaningful.
12. A container substantially as herein described with reference to and as shown in the accompanying drawings.
- 10 13. A method substantially as herein described with reference to and as shown in the accompanying drawings.



Application No: GB 9514439.0
Claims searched: 1-11

Examiner: Gavin Dale
Date of search: 8 December 1995

Patents Act 1977
Search Report under Section 17

Databases searched:

UK Patent Office collections, including GB, EP, WO & US patent specifications, in:

UK Cl (Ed.O): B8D (DCD, DCE, DCW10). B8F (FBG)

Int Cl (Ed.6): B65D 23/00, 23/08, 25/00, 25/54, 77/22; G09F 3/00, 3/02, 5/00

Other:

Documents considered to be relevant:

Category	Identity of document and relevant passage	Relevant to claims
X	GB 2192082A (SEAGRAM UK LTD) See figures 1-3	1,3,4,7
X	GB 0380869 (DAVIES) See figure 1 and page 2 lines 120-126	1-4,7
X	US 4559729 (WHITE) See figures 1 & 3	1,3,7-9

X Document indicating lack of novelty or inventive step
Y Document indicating lack of inventive step if combined
with one or more other documents of same category.
& Member of the same patent family

A Document indicating technological background and/or state of the art.
P Document published on or after the declared priority date but before
the filing date of this invention.
E Patent document published on or after, but with priority date earlier
than, the filing date of this application.

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